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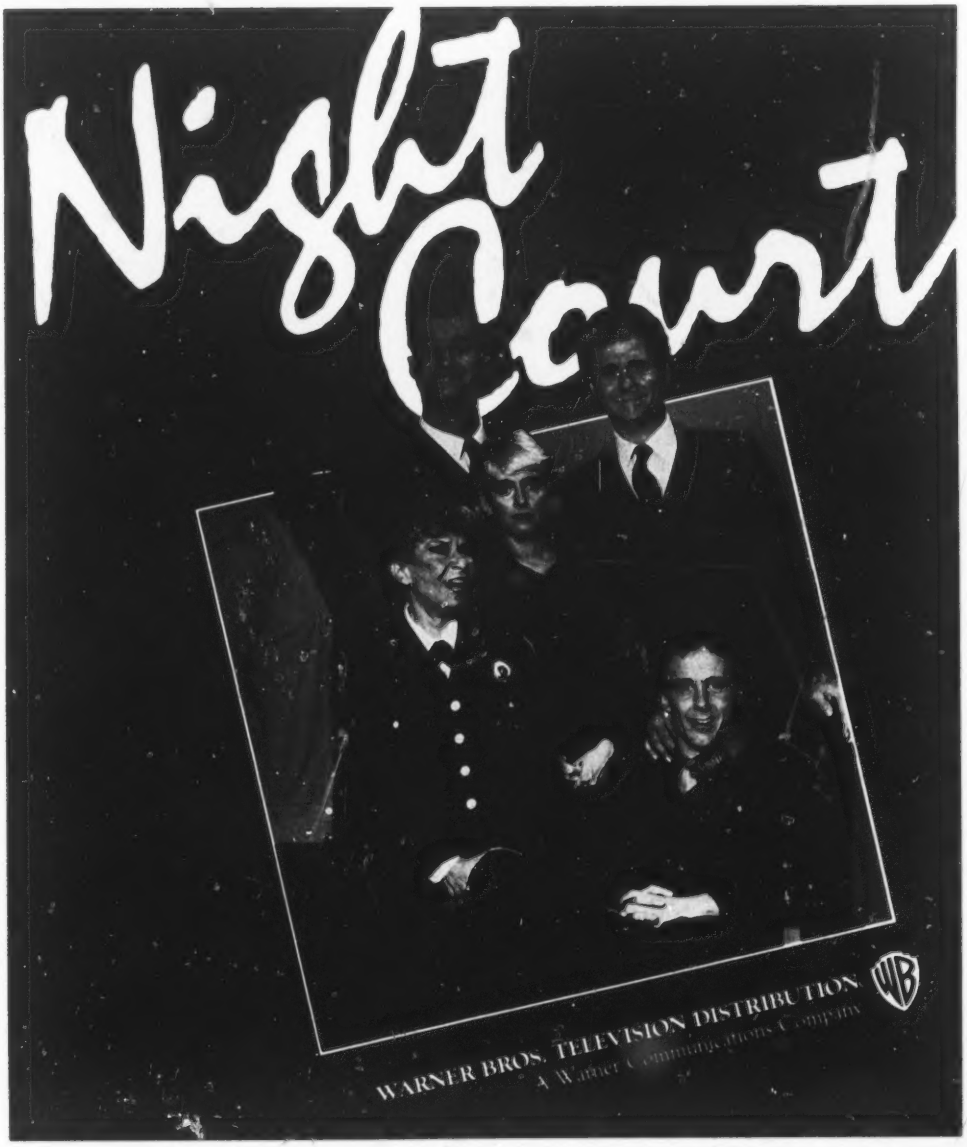
The Fifth Estate

RADIO TELEVISION . CABLE SATELLITE

Broadcasting Jul 29



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54th Year 1985

Vol. 109 No. 5

Broadcasting Jul 29

The many reactions to must carry
Buyers for ABC-Capcities TV's
FCC approval for separate systems

MUST-CARRY FALLOUT □ Cable and broadcast industry officials spent last week assessing impact of appeals court must-carry decision. NAB's Fritts and INTV's Padden say full-scale fight to eliminate compulsory license will be part of response. Fritts also says NAB is considering options at appeals court and Supreme Court levels. **PAGE 23.** NCTA and CATA leaders, while applauding decision, question whether much will change in landscape. **PAGE 24.** Cable programers hail ruling, believing they will see greater carriage of their services. **PAGE 26.**

DOING BATTLE □ CBS and Turner Broadcasting square off in Atlanta courtroom. **PAGE 28.**

SATELLITE TALK □ FCC approves three companies for international satellite systems, with decision on two others deferred pending answers to further FCC questions. **PAGE 29.**

NEW SITCOM BATCH □ Syndicators readying four off-network situation comedies—*Webster, Night Court, Newhart* and *Silver Spoons*—for sale. **PAGE 34.**

SECOND HELPINGS □ Networks prepare midseason replacements for fall prime time schedule, with CBS having most in development. **PAGE 37.**

SECOND TIME AROUND □ Series and features from the programing past are being recreated today as made-for-TV movies, specials and series. **PAGE 40.**

NUMBER ONE □ ABC radio networks take the top two positions in RADAR 31. **PAGE 42.**

HAT IN RING □ Former HBO executive David Meister and STC executive Richard Galkin are putting together pay-per-view service. **PAGE 42.**

HITTING 100 MARK □ The number of television stations broadcasting in stereo has now reached 100. **PAGE 45.**

BACKING NTSC □ RCA Corp. mounts demonstration of NTSC system, saying improvements there are better than other proposed signal formats. **PAGE 48.**

LANDMARK MEETING □ October Intelsat meeting shaping up to be one of the most crucial in its history. **PAGE 49.**

WARC NEWS □ Reports circulate that chairman for WARC meeting has been chosen. **PAGE 52.**

ADVERTISING SALES □ As selling for fourth quarter draws to a close, it appears NBC will do better than expected; ABC and CBS a bit slower than anticipated. **PAGE 53.**

AT THE HELM □ Must-carry decision has already presented new NAB Chairman Ted Snider with his first challenge. Improvements in association's grass-roots lobbying are among his main concerns. **PAGE 56.**

GLOWING NUMBERS □ Registration for second joint radio convention running well ahead of last year. **PAGE 57.**

OUTTAKE DILEMMA □ Three broadcast networks and CNN weigh response to Justice Department request for footage from TWA hijacking. **PAGE 65.**

ADVANCING □ Selcom's president and CEO, Peter Moore, is leading a radio sales rep charge. **PAGE 87.**

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Lorimar and P&G's Down to Earth

1986, titled *One Big Family*. Produced by Witt-Thomas Productions, the sitcom will be about the generation gap between a grandfather and his grandchildren. Kenney said it will feature a "major television star," who he declined to identify, but sources said it's scheduled to be Danny Thomas. Kenney said a formal announcement probably would not be made until deals with some major station groups were firm.

Lorimar will also take over distribution of *It's a Living* from LBS when the sitcom becomes available for stripping later in the decade. "We anticipate delivering to stations 115 episodes for fall 1989," said Kenney of *It's a Living*. Kenney said of Lorimar's three syndicated half-hour plans: "This is a major move to broaden our library and become involved in the first-run sitcom area. There's a tremendous demand out there."

In response to the dearth of off-network sitcoms, some distributors are trying to launch weekly first-run half-hours that will, they hope, after several successful seasons be available for stations to strip on a Monday-through-Friday basis, either in the 6-8 p.m. block for independents or during early or late fringe time periods on affiliates. More than $75 million is being invested by program distributors to produce six different half-hour sitcoms for first-run distribution over the next two years. Although that is modest compared to what is spent by ABC, CBS and NBC to license comedies supplied by the studios, if the projects are successful, it could double the number of sitcoms available for stripping as early as 1988.

D.L. Taffner's Ted Knight Show

These projects include *Small Wonder*, which Metromedia Producers Corp. is producing for The New Program Group. To date MPC has distributed on a cash-plus-barter basis 22 episodes of *Small Wonder* on 65 stations—43 of them affiliates—representing 70% clearance of U.S. television households. However, the NPG consortium—which includes station groups Metromedia, Storer, Taft, Gannett and Hearst—represents

Baseball helps keep NBC's winning streak alive

The top two rated shows may have been quite different—the *Major League All-Star Game* and *The Miss Universe Pageant*—but the results were the same for the week ended July 21, with NBC winning the television prime time ratings race for the ninth consecutive time. The All-Star game (20.5/36), on NBC, barely edged the beauty pageant (20.3/35), on CBS, for the highest-rated show of the week.

NBC scored a 13.1 rating and a 25 share, with three of its six top 10 shows being regular series. CBS had a 12.3/23 for the week and ABC a 10.6/20.

In combined ratings, the networks were up 31% over the same week last year (from 27.4 to 36) and in combined share they were up 26%. The comparable week last year featured coverage of the Democratic national convention.

HUT levels for the week were also up, from 51.3 to 53.3, a 4% gain.

The only premiere of the week, *Rock 'n' Roll Summer Action*, on ABC (Wednesday, 8-9 p.m. NYT), scored an 8.8/17.

In nightly wins, NBC had four (Tuesday, Wednesday, Thursday and Friday), and CBS had three (Monday, Tuesday and Sunday). Tuesday (19.5/35) and Monday (17.8/32) were the two highest-rated nights.

■ Monday saw CBS win every hour on the schedule, as the Miss Universe Pageant's lead-in, *Scarecrow and Mrs. King* (8-9 p.m. NYT), outperformed the competition, including NBC's *Comedy Salute to Baseball* (10.9/21).

■ With the 11th ranked *All-Star Preview* (8-8:30 p.m. NYT), and the game itself, NBC took every time period on Tuesday. At 8-8:30, CBS ran a pilot, *Recovery Room* (7.5/14).

■ Wednesday on NBC's regular schedule featured the fourth-ranked *Facts of Life* (16.3/30), and a pilot for a series that never aired, *No Complaints* (13.9/25), which ranked 15th.

■ NBC's regular Thursday schedule showed its usual strength at 8-9 p.m. NYT, with the third-ranked *Cosby Show* and the fifth-ranked *Family Ties*. CBS took 9-10 p.m. NYT with *Simon and Simon* (15.3/27). ABC took 10-11 p.m. NYT with the ninth-ranked *20/20* (15/27). NBC took the night with a 14.7/27.

■ Despite winning at 8-10 p.m. NYT, ABC could not pull off a nightly win on Friday, as NBC took the night with the lowest numbers of the week for a victory, 10.8/22. At 9-10 p.m. NYT, ABC's *Matt Houston* (9.5/15) could not compete with the sixth-ranked *Miami Vice* (NBC) (15.4/29). NBC's *Movie of the Week*, a repeat of "Saturn 3" (8-10 p.m. NYT), scored an 8.5/18.

■ The *CBS Saturday Night Movie* (9-11 p.m. NYT), the two-hour pilot for *Cagney and Lacey* scored a 12.6/25 to give CBS the night.

■ CBS took every time period to win Sunday with a 14.4/28. Featured in the win was the seventh-ranked *Crazy Like a Fox*. The *ABC Sunday Night Movie*, a repeat of "The Concorde: Airport '79," came in with a 13.3/25.

Rank	Show	Network	Rating/Share
1.	Baseball All-Star Game	NBC	20.5/36
2.	Miss Universe Pageant	CBS	20.3/35
3.	The Cosby Show	NBC	18.7/33
4.	Facts of Life	NBC	16.3/30
5.	Family Ties	NBC	16.2/32
6.	Miami Vice	NBC	15.4/29
7.	Crazy Like a Fox	CBS	15.4/27
8.	Simon & Simon	CBS	15.3/27
9.	20/20	ABC	15.0/27
10.	60 Minutes	CBS	14.8/32
11.	Baseball All-Star Pregame	NBC	14.8/30
12.	Cheers	NBC	14.6/28
13.	Highway to Heaven	NBC	14.0/28
14.	Trapper John, M.D.	CBS	14.0/26
15.	No Complaints	NBC	13.9/25
16.	Night Court	NBC	13.8/24
17.	Murder, She Wrote	CBS	13.6/27
18.	Concorde: Airport '79	ABC	13.3/25
19.	Who's the Boss?	ABC	13.2/23
20.	Scarecrow & Mrs. King	CBS	12.9/26
21.	Cagney & Lacey	CBS	12.8/26
22.	Poison Ivy	NBC	12.8/22
23.	MacGruder & Loud	ABC	12.8/23
24.	Hotel	ABC	12.6/23
25.	Barbara Walters Special	ABC	12.6/22
26.	Hill Street Blues	NBC	12.3/23
27.	Princess Daisy, pt. 1	NBC	12.0/22
28.	St. Elsewhere	NBC	12.0/21
29.	Hail to the Chief	ABC	11.6/20
30.	Knight Rider	NBC	11.4/22
31.	Mama's Family	NBC	11.4/22
32.	Piano for Mrs. Cimino	CBS	11.4/20
33.	Gimme A Break	NBC	11.3/25
34.	Benson	ABC	11.3/23
35.	Hotline	CBS	11.2/22
36.	Hunter	NBC	11.2/22
37.	Comedy Factory	ABC	11.1/23
38.	Night Hawk	ABC	11.0/19
39.	Comedy Salute to Baseball	NBC	10.9/21
40.	Webster	ABC	10.7/24
41.	Three's a Crowd	ABC	10.6/20
42.	Foulups, Bleeps & Blunders	ABC	10.3/19
43.	Excalibur	CBS	10.3/16
44.	It's Your Move	NBC	10.1/22
45.	People Do the Craziest Things	ABC	9.9/19
46.	Knots Landing	CBS	9.9/18
47.	Diffrent Strokes	NBC	9.7/23
48.	E/R	CBS	9.7/19
49.	Charles in Charge	CBS	9.6/19
50.	Finder of Lost Loves	ABC	9.5/18
51.	Hardcastle & McCormick	ABC	9.3/18
52.	Magnum, P.I.	CBS	9.2/18
53.	T.J. Hooker	ABC	8.9/20
54.	Rock 'n' Roll Summer Action	ABC	8.8/17
55.	Love Boat	ABC	8.7/17
56.	Silver Spoons	NBC	8.6/18
57.	Saturn 3	NBC	8.5/18
58.	Matt Houston	ABC	8.2/15
59.	Airwolf	CBS	7.5/17
60.	Dukes of Hazzard	CBS	7.5/16
61.	Recovery Room	CBS	7.5/14
62.	The Goodbye Girl	ABC	7.5/14
63.	Punky Brewster	NBC	7.3/16
64.	Ripley's Believe It or Not	ABC	6.7/15

*indicates premiere episode

changes in ant. sys. App. July 23.

■ WYFL (92.5 mhz) Henderson, N.C.—Seeks CP to change ERP to 100 kw and change HAAT to 1,016.8 ft. App. July 22.

■ WKIT (102.5 mhz) Hendersonville, N.C.—Seeks CP to change TL; change HAAT to 1,607.2 ft., make changes in ant. sys. App. July 23.

■ WZYC-FM (103.3 mhz) Newport, N.C.—Seeks CP to change TL and change HAAT to 953 ft. App. July 22.

■ WFMA (100.7 mhz) Rocky Mount, N.C.—Seeks CP to change TL; change HAAT to 984 ft., and make changes in ant. sys. App. July 23.

■ WLVK (96.9 mhz) Statesville, N.C.—Seeks CP to change HAAT to 1,548 ft. App. July 23.

■ WKTC (104.3 mhz) Tarboro, N.C.—Seeks CP to change TL and make changes in ant. sys. App. July 23.

■ WTHP (98.3 mhz) Thomasville, N.C.—Seeks mod. of CP to change TL; change HAAT to 340.14 ft., and make changes in ant. sys. App. July 23.

■ WAKW (93.3 mhz) Cincinnati—Seeks CP to change ERP to 26 kw and change HAAT to 498.56 ft. App. July 19.

■ WDBN (94.9 mhz) Medina, Ohio—Seeks mod. of CP to change TL; change ERP to 26.3 kw, and change HAAT to 879.04 ft. App. July 19.

■ KYFM (100.1 mhz) Bartlesville, Okla.—Seeks CP to install aux. sys. App. July 18.

■ WIOQ (102.1 mhz) Philadelphia—Seeks CP to install aux. sys. App. July 19.

■ WPIT-FM (101.5 mhz) Pittsburgh—Seeks CP to change ERP to 47.5 mhz. App. July 19.

■ *KAUR (89.1 mhz) Sioux Falls, S.D.—Seeks mod. of CP to specify coordinates. App. July 19.

■ *WWLR (91.5 mhz) Lyndonville, Vt.—Seeks CP to change TL; change HAAT to minus 75 ft., and make changes in ant. sys. App. July 19.

■ KNBQ (97.3 mhz) Tacoma-Seattle, Wash.—Seeks CP to change TL and change HAAT to 1,690 ft. App. July 19.

■ WIZQ (95.1 mhz) Kenosha, Wis.—Seeks CP to change ERP to 50 kw. App. July 22.

■ WKKB (92.1 mhz) Manitowoc, Wis.—Seeks CP to change ERP to 1.69 kw and change HAAT to 419 ft. App. July 19.

■ WVCY (107.7 mhz) Milwaukee—Seeks CP to change TL; change ERP to 24 kw; change HAAT to 539 ft., and make changes in ant. sys. App. July 23.

■ WEKZ-FM (93.7 mhz) Monroe, Wis.—Seeks mod. of CP to change ERP to 38.3 kw and change HAAT to 581.4 ft. App. July 19.

■ WSBW (100.1 mhz)—Sturgeon Bay, Wis.—Seeks CP to change ERP to .83 kw. App. July 19.

TV's

Accepted

■ WHBR (ch. 33) Pensacola, Fla.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw change HAAT to 1,365 ft. App. July 18.

■ WMFP (ch. 62) Lawrence, Mass.—Seeks MP to change ERP to vis. 3,200 kw, aur. 320 kw and change HAAT to 929 ft. App. July 18.

■ WEJC (ch. 20) Lexington, N.C.—Seeks MP to change ERP to vis. 4,616 kw, aur. 461.6 kw; change HAAT to 855 ft., and change TL. App. July 18.

■ KDOR (ch. 17) Bartlesville, Okla.—Seeks MP to change ERP to vis. 3,981 kw, aur. 398 kw; change HAAT to 1,247 ft.; replace ant., and change TL. App. July 18.

Actions

AM's

■ WKEA (1330 khz) Scottsboro, Ala.—Returned app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action July 12.

■ KTMS (1250 khz) Santa Barbara, Calif.—Granted app. to reduce DA-N standard pattern. Action July 16.

■ WADM (1540 khz) Decatur, Ind.—Granted app. to make changes in ant. sys. Action July 16.

■ WJIK (1580 khz) Camp Lejeune, N.C.—Granted app. to change freq. to 830 khz; change to DA-2; add night service with 2.5 kw; increase day power to 10 kw, and change TL. Action July 11.

■ WDIX (1150 khz) Orangeburg, S.C.—Dismissed app. to change remote control point to 2580 North Road, N.E., Orangeburg. Action July 18.

■ WQZQ (1600 khz) Lebanon, Tenn.—Granted app. to add night service with 500 w; increase day power to 5 kw; install DA-2; change freq. to 1200 khz, and change TL. Action July 12.

■ KXAM (1440 khz) Helotes, Tex.—Returned app. to increase power to 1 kw; change TL, and make changes in ant. sys. Action July 12.

FM's

■ KVMA-FM (107.9 mhz) Magnolia, Ark.—Granted app. to install new transmission sys. Action July 16.

■ *KKUP (91.5 mhz) Cupertino, Calif.—Granted app. to make engineering changes. Action July 15.

■ WGLV (97.7 mhz) Micanopy, Fla.—Granted app. to change TL. Action July 15.

■ WYAY (106.7 mzh) Gainesville, Ga.—Granted app. to change HAAT to 1,156 ft. Action July 15.

■ WJCL-FM (99.5 mzh) Savannah, Ga.—Granted app. to install new transmission sys. Action July 12.

■ KUUB (95.1 mhz) Bozeman, Mont.—Dismissed app. to change TL and change HAAT to 220 ft. Action July 11.

■ WGGN (97.7 mhz) Castalia, Ohio—Granted app. to change TL; change ERP to .355 kw, and change HAAT to 744 ft. Action July 15.

■ WRUT (97.1 mhz) Rutland, Vt.—Granted app. to change TL; change ERP to 1.150 kw, and change HAAT to 2,591.2 ft. Action July 1.

TV's

■ KCPM (ch. 24) Chico, Calif.—Granted app. to make changes in ant. sys. Action July 17.

■ WFTX (ch. 36) Cape Coral, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 987 ft.; replace ant., and change TL. Action July 16.

■ *KBIN-TV (ch. 32) Council Bluffs, Iowa—Granted app. to relocate main SL outside community of lic. Action July 16.

■ *KDIN-TV (ch. 11) Des Moines, Iowa—Granted app. to relocate main SL outside community of lic. Action July 16.

■ *KTIN-TV (ch. 21) Fort Dodge, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.

■ *KIIN (ch. 12) Iowa City—Granted app. to relocate main SL outside community of lic. Action July 16.

■ *KYIN (ch. 24) Mason City, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.

■ *KHIN (ch. 36) Red Oak, Iowa—Granted app. to relocate main SL outside community of lic. Action July 16.

■ *KSIN-TV (ch. 27) Sioux City, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.

■ *KRIN (ch. 32) Waterloo, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.

■ New (ch. 2) St. Joseph, Mo.—Granted app. to change ERP to vis. 100 kw, aur. 10 kw; change TL; change transmitter, and change HAAT to 2,000 ft. Action July 9.

■ KLTJ (ch. 49) Irving, Tex.—Granted app. to change HAAT to 365 ft.; change ERP to vis. 2,773 kw, aur. 277.3 kw, and change TL. Action July 17.

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,782	170	4,952
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	93	12,391
Aural STL & intercity relay	2,838	168	3,006

* Includes off-air licenses

Call Letters

Applications

Call	Sought by
	Existing AM's
WSFU	WACQ Helms Broadcasting, Carrville, Ala.
KRZZ	KAKZ New West Radio Inc., Wichita, Kan.
	Existing FM's
KRZZ-FM	KAKZ-FM New West Radio Inc., Wichita, Kan.
WTLT	WELP-FM American Communications of Greenville, South Carolina Inc., Easley, S.C.
	Existing TV
WNWO-TV	WDHO-TV Toledo Television Investors Limited Partnership, Toledo, Ohio

Grants

Call	Assigned to
	New AM's
KTOR	Five Cities Radio, Grover City, Calif.
WJOR	Raymon & Brenda Chandler, St. Joseph, Tenn.
	New FM's
WKRY	Radio Cayo Hueso, Key West, Fla.
WWTM	DCS Radio Associates, Harbor Beach, Mich.
	New TV's
KMOH-TV	Grand Canyon Television Co., Kingman, Ariz.
KNAG-TV	Grand Canyon Television Co., Gallup, N.M.
KJIU-TV	John R. Powley, Logan, Utah
	Existing AM's
KNNC	KEZL Par Broadcasting Co., Oceanside, Calif.
WBOP	WNNY Tri-Cities Broadcasting Co., Pensacola, Fla.
WCHZ	WBOP Pratt-Mark Communications, Pensacola, Fla.
KWOF	KLEU Michael Facciani Ministries Inc., Waterloo, Iowa
WTCN	WVLE Valley Broadcasting Corp., Stillwater, Minn.
KZUE	KCAN Magnolia Broadcasting Co., El Reno, Okla.
	Existing FM's
WZLI	WLET-FM Fever Broadcasting Group Ltd. II, Toccoa, Ga.
KBKC	KCMO-FM Summit Radio of Kansas City Inc., Kansas City, Mo.
WMLV	WITO Tri Radio Broadcasting Inc., Ironton, Ohio